

## **ABSTRACT**

Holilatul, Maghfiroh, 11220091. **THE EFFECTIVENESS OF BPOM'S SUPERVISION IN CENTRAL JAKARTA ON THE HALAL-LABELLED FOOD PRODUCTS.**

Undergraduate thesis from the Department of Syariah Business Law, The Faculty of Syariah, Islamic State University of Malang. Advisor: H. Alamul Huda, M.H.I

**Key Words** : Effectiveness, Supervision, BPOM, Food, Label, Halal

The majority of Indonesian citizen is Muslim. In Islam a Muslim is obligated to eat halal food. Therefore, Indonesian government should give primary attention to to guarantee any halal food. Particularly for food products, government established an institution to supervise food product circulated in Indonesia, which is BPOM (Badan Pengawas Obat dan Makanan). The supervision of halal-labelled food product is the task of BPOM of Republic of Indonesia. Up to now, there are many halal-labelled food product but they are not licensed based on procedures set in Indonesia. So that, it is obviously important to know the effectiveness of BPOM's supervision toward halal-labelled food product as the assurance for consumers especially for Muslims.

This study investigated two research problems: 1) How is the effectiveness of BPOM's supervision to the circulation of halal-labelled food product? 2) What are the obstacles faced by BPOM RI in supervising the circulation of halal-labelled food product? This study is an empirical-juridical research. It is because one of the empirical law research is defined for the effectiveness of law investigating how law operates in society. This study used juridical sociologic approach. Meanwhile the data collection is gathered through observation and interview. The data was analyzed using descriptive qualitative data analysis technique.

The result of the study showed that the supervision of BPOM RI is still not effective. The measure used for evaluating the effectiveness of supervision is using an analysis of the regulation regarded halal label. The supervision which is not effective is caused by some obstacle confronted by BPOM in conducting supervision. Those obstacles can be classified to be two group, which are internal and external factors. Internal obstacles emerge, while external obstacles come from the company or society.